

Farm to School

LOGO GUIDELINES

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LOGO OPTIONS & COLOR GUIDE



PRIMARY LOGO



ICON LOGO



SPECIALTY LOGO

FARM 2 SCHOOL

HORIZONTAL LOGO



CMYK 45.0.100.5
RGB 145.192.57

FILE NAMING & USAGE

F2S_Primary_Logo_CMYK.eps

LOGO ARTWORK

Primary
Icon
Horizontal
Specialty

COLOR MODE

CMYK
RGB
Black
White

FILE TYPE

.ai
.eps
.jpg
.png

A NOTE ON COLOR USAGE

CMYK For collateral and other printed materials

RGB For electronic usage of the logo (Powerpoint screens & website)

A NOTE ON FILE TYPES:

.ai The native Adobe Illustrator file

.eps For professional printing purposes

.jpg Good for most in-house uses. All images have a white background.

.png Also good for print and web. All images have a transparent background.

Applications

Secondary Breakfast Choices


Entrée offerings vary by day

Cereal and Graham Crackers

Poptarts

Bagel and Cream Cheese

Cinnamon Tastry

Mini Pancake 

Buttermilk Bars

French Toast

Egg and Bacon Scramble


Breakfast Burrito

Pancake on a Stick

Breakfast Pizza

Breakfast Sandwich


Chicken Biscuit Sandwich

Yogurt Parfait 

Breakfast Wrap

Smuckers PB&J Sandwich

Proball and Yogurt

Oatmeal Bar and Yogurt 

Cinni Minis

Mini Waffles

Grilled Cheese Sandwich

Bageler

Muffin

Ultimate Breakfast Round

Breakfast Quesadilla



CURRENT RENTON SCHOOL DISTRICT
BREAKFAST MENU



FARM TO SCHOOL FOOD LABEL



EXAMPLE OF HOW THE F2S SPECIALTY LOGO COULD BE USED WITH THE
CURRENT RENTON SCHOOL DISTRICT CAFE BRAND